1993 INDEX OF ARTICLES

Bar Code
How to Sell the Keys to Frequent Buyers, *By Richard Warther,* Jan. 1, Pg.12, Jan. 1-W, Pg. 18.
Partnership Develops New Software, *By Judy Sutton,* Jan. 20, Pg. 38.
Disney Works Magic in Off-Site Printing, *By Elizabeth A. Beezer,* Feb. 20, Pg. 63.
Bedside Scanners, *By Elizabeth A. Beezer,* April 20, Pg. 55.
Health Care Standards Set, April 20, Pg. 55.
Magnetographic Press Provides Versatility, June 20, Pg.111.
'Just in Time' Arrives at Collins & Aikman, Nov. 20, Pg. 58.

Carbonless
Carbonless Cleans Up Purchasing, Feb. 1, Pg.11, Feb. 1-W, Pg. 16.

Checks
Check Mate: New Moves Win, *By Elizabeth A. Beezer,* March 1, Pg.12, March 1-W, Pg. 18.
Laser Checks Need Smooth Moves, *By Bill Heide,* June 20, Pg. 74.

Collections
Make Delinquent Accounts Payable, May 1-W, Pg. 30.

Commercial Printing
Not the Arches, But the Principle's the Same, *By Arnetta Queen,* Feb. 1-W, Pg. 32.
Orchestrating Commercial Pieces, *By Camillus J. Cullen,* March 1-W, Pg. 6.
Commercial Printing 101, *By Michael Pelger,* May 20, Pg. 34.
Need to Replace Continuous and Unit Set Sales?, *By Ivars Sarkans,* Sept. 20, Pg. 74.
Old Skills Bring New Profits, *By Camillus J. Cullen,* Oct. 1, Pg. 8, Oct. 1-W, Pg. 14.

Conferences
Seminars Earn A+ (WBSA), *By Elizabeth A. Beezer,* June 1, Pg. 1, June 1-W, Pg. 30.
Positioned for Progress (Technology, Vision 96), *By Bill Drennan,* June 1, Pg. 22, June 1-W, Pg. 28.
Gutenberg Confirms Color Trends, *By Ronnie Gunnerson,* July 1-W, Pg. 30.
NBFA: A Message of Change, *By Bill Drennan,* Nov. 1, Pg. 1, Nov. 1-W, Pg. 12.

Custom
Creative Selling Boosts Profits, *By Dave Wandling, CFC,* April 1, Pg. 22, April 1-W, Pg. 34.
Experts of the Unusual, *By Camillus J. Cullen,* Sept. 20, Pg. 38.

Cut Sheets
Marketing Cut Sheets, *By Judy Sutton,* Nov. 20, Pg. 50.

Direct Mail
The Money's in the Mail (Variable Imaging), *By Elizabeth A. Beezer,* May 20, Pg. 40.
Reel in Bigger Profits, *By Camillus J. Cullen,* June 20, Pg. 30.

Distributors
Clinton vs. Small Business, *By Judy Sutton,* Jan. 1, Pg. 1, Jan. 1-W, Pg. 8.
Distributor's Dream Opens Doors, *By Arnetta Queen,* Jan. 1, Pg. 6.
Decade of Decision (Distributor Strategies), *By Thom Doorhy,* Jan. 20, Pg. 23.
Decade of Decision (Distributor Strategies), Jan. 20, Pg. 23.
Industry Entrepreneur Honored by Inc., *By Arnetta Queen,* Feb. 1, Pg. 1.
Entrepreneurs Hit the Big Time, *By Bill Drennan,* Feb. 20, Pg. 24.
Distributor Sets the Image, *By Arnetta Queen,* March 1-W, Pg. 32.
Perseverance Pays for Ben Wofford, *By Ronnie Gunnerson,* March 1-W. Pg. 36.
Look Ahead and Move Forward, *By Judy Sutton,* March 20, Pg. 38.
Golden Pacific's Opportunities, May 1-W, Pg. 8.
Multiple Product Lines Expand Sales, *By Arnetta Queen,* May 20, Pg. 42.
Triple Niches Challenge CBF, *By Arnetta Queen,* June 1, Pg. 1.
How Can I Take a Vacation?, *By Harlow Thomas,* July 1-W, Pg. 29.
Sunwest Shines, *By Ronnie Gunnerson,* Aug. 1-W, Pg. 10.
A Dream Come True (Family Business), *By Jennifer A. Mariano,* Sept. 20, Pg. 40.
Distributor Rises Fast, *By Camillus J. Cullen,* Nov. 1, Pg. 10, Nov. 1-W, Pg. 16.

EDI
Manufacturer Plunges Into EDI, *By Arnetta Queen,* May 1, Pg. 1, May 1-W, Pg. 34.
Goal: Universal Communication, *By Jack Tarr,* Sept. 20, Pg. 52.
Dow Demands EDI-Based Delivery, *By Elizabeth A. Beezer,* Sept. 20, Pg. 86.

Electronic Forms
Attorneys Fill Their Forms Tanks, *By Jennifer A. Mariano,* June 20, Pg. 70.
How to Sell Electronic Forms, *By Lori Hinman,* Aug. 20, Pg. 14.

Envelopes
How to Sell Tough Tyvek, May 1, Pg. 12, May 1-W, Pg. 18.
Rough It with Rigur, *By Camillus J. Cullen,* Aug. 1, Pg. 9, Aug. 1-W, Pg. 15.

Environmental
Recycled Paper Comes of Age, *By Jennifer A. Mariano,* Feb. 20, Pg. 39.
Every Little Bit Counts, *By Arthur Brody,* April 20, Pg. 38.

Equipment
Custom Unit Sets Offer Surprising Potential, *By Ivars Sarkans,* Feb. 20, Pg. 68.
Flexibility Drives Encoding Operations, *By Walter C. Shoup,* March 20, Pg. 84.
Imprinters Manage Short-Run Demand, *By Enrico Ruta,* March 20, Pg. 88.
Don't Get Short Sheeted (Sheeters), *By Bob Ferguson,* April 20, Pg. 82.
What Manufacturers Plan to Buy, *By Bill Drennan,* May 20, Pg. 46.
Feed the (Laser) Printer with Care, *By Judy Sutton,* Aug. 20, Pg. 84.
Dodging Digital? You Can't Escape, *By Gar Raines,* Nov. 20, Pg. 30.

Expansions
Chicago Envelope Opens Maryland Plant, May 1, Pg. 3.
United Image Gets Five Stars, May 1-W, Pg. 6.
Apico Snubs Recession, July 1, Pg. 3.
Phantom Product Fuels Expansion (Pro Forms), *By Arnetta Queen,* July 1-W, Pg. 13.
Collators Hit the Continent (Form Flo), July 1-W, Pg. 32.

Financial Forms
Banks Process Better Checks and Balances, *By Stan Klarenbeek,* April 20, Pg. 42.

Forms Automation
Distributors Charged Up on Electronic Forms, *By Ronnie Gunnerson,* Jan. 1-W, Pg. 7.
Learn Moore, *By Cher L. Paige,* Feb. 1, Pg. 22, Jan. 1-W, Pg. 12.

1993 INDEX OF ARTICLES

Bar Code
How to Sell the Keys to Frequent Buyers, *By Richard Warther,* Jan. 1, Pg.12, Jan. 1-W, Pg. 18.
Partnership Develops New Software, *By Judy Sutton,* Jan. 20, Pg. 38.
Disney Works Magic in Off-Site Printing, *By Elizabeth A. Beezer,* Feb. 20, Pg. 63.
Bedside Scanners, *By Elizabeth A. Beezer,* April 20, Pg. 55.
Health Care Standards Set, April 20, Pg. 55.
Magnetographic Press Provides Versatility, June 20, Pg.111.
'Just in Time' Arrives at Collins & Aikman, Nov. 20, Pg. 58.

Carbonless
Carbonless Cleans Up Purchasing, Feb. 1, Pg.11, Feb. 1-W, Pg. 16.

Checks
Check Mate: New Moves Win, *By Elizabeth A. Beezer,* March 1, Pg.12, March 1-W, Pg. 18.
Laser Checks Need Smooth Moves, *By Bill Heide,* June 20, Pg. 74.

Collections
Make Delinquent Accounts Payable, May 1-W, Pg. 30.

Commercial Printing
Not the Arches, But the Principle's the Same, *By Arnetta Queen,* Feb. 1-W, Pg. 32.
Orchestrating Commercial Pieces, *By Camillus J. Cullen,* March 1-W, Pg. 6.
Commercial Printing 101, *By Michael Pelger,* May 20, Pg. 34.
Need to Replace Continuous and Unit Set Sales?, *By Ivars Sarkans,* Sept. 20, Pg. 74.
Old Skills Bring New Profits, *By Camillus J. Cullen,* Oct. 1, Pg. 8, Oct. 1-W, Pg. 14.

Conferences
Seminars Earn A+ (WBSA), *By Elizabeth A. Beezer,* June 1, Pg. 1, June 1-W, Pg. 30.
Positioned for Progress (Technology, Vision 96), *By Bill Drennan,* June 1, Pg. 22, June 1-W, Pg. 28.
Gutenberg Confirms Color Trends, *By Ronnie Gunnerson,* July 1-W, Pg. 30.
NBFA: A Message of Change, *By Bill Drennan,* Nov. 1, Pg. 1, Nov. 1-W, Pg. 12.

Custom
Creative Selling Boosts Profits, *By Dave Wandling, CFC,* April 1, Pg. 22, April 1-W, Pg. 34.
Experts of the Unusual, *By Camillus J. Cullen,* Sept. 20, Pg. 38.

Cut Sheets
Marketing Cut Sheets, *By Judy Sutton,* Nov. 20, Pg. 50.

Direct Mail
The Money's in the Mail (Variable Imaging), *By Elizabeth A. Beezer,* May 20, Pg. 40.
Reel in Bigger Profits, *By Camillus J. Cullen,* June 20, Pg. 30.

Distributors
Clinton vs. Small Business, *By Judy Sutton,* Jan. 1, Pg. 1, Jan. 1-W, Pg. 8.
Distributor's Dream Opens Doors, *By Arnetta Queen,* Jan. 1, Pg. 6.
Decade of Decision (Distributor Strategies), *By Thom Doorhy,* Jan. 20, Pg. 23.
Decade of Decision (Distributor Strategies), Jan. 20, Pg. 23.
Industry Entrepreneur Honored by Inc., *By Arnetta Queen,* Feb. 1, Pg. 1.
Entrepreneurs Hit the Big Time, *By Bill Drennan,* Feb. 20, Pg. 24.
Distributor Sets the Image, *By Arnetta Queen,* March 1-W, Pg. 32.
Perseverance Pays for Ben Wofford, *By Ronnie Gunnerson,* March 1-W. Pg. 36.
Look Ahead and Move Forward, *By Judy Sutton,* March 20, Pg. 38.
Golden Pacific's Opportunities, May 1-W, Pg. 8.
Multiple Product Lines Expand Sales, *By Arnetta Queen,* May 20, Pg. 42.
Triple Niches Challenge CBF, *By Arnetta Queen,* June 1, Pg. 1.
How Can I Take a Vacation?, *By Harlow Thomas,* July 1-W, Pg. 29.
Sunwest Shines, *By Ronnie Gunnerson,* Aug. 1-W, Pg. 10.
A Dream Come True (Family Business), *By Jennifer A. Mariano,* Sept. 20, Pg. 40.
Distributor Rises Fast, *By Camillus J. Cullen,* Nov. 1, Pg. 10, Nov. 1-W, Pg. 16.

EDI
Manufacturer Plunges Into EDI, *By Arnetta Queen,* May 1, Pg. 1, May 1-W, Pg. 34.
Goal: Universal Communication, *By Jack Tarr,* Sept. 20, Pg. 52.
Dow Demands EDI-Based Delivery, *By Elizabeth A. Beezer,* Sept. 20, Pg. 86.

Electronic Forms
Attorneys Fill Their Forms Tanks, *By Jennifer A. Mariano,* June 20, Pg. 70.
How to Sell Electronic Forms, *By Lori Hinman,* Aug. 20, Pg. 14.

Envelopes
How to Sell Tough Tyvek, May 1, Pg. 12, May 1-W, Pg. 18.
Rough It with Rigur, *By Camillus J. Cullen,* Aug. 1, Pg. 9, Aug. 1-W, Pg. 15.

Environmental
Recycled Paper Comes of Age, *By Jennifer A. Mariano,* Feb. 20, Pg. 39.
Every Little Bit Counts, *By Arthur Brody,* April 20, Pg. 38.

Equipment
Custom Unit Sets Offer Surprising Potential, *By Ivars Sarkans,* Feb. 20, Pg. 68.
Flexibility Drives Encoding Operations, *By Walter C. Shoup,* March 20, Pg. 84.
Imprinters Manage Short-Run Demand, *By Enrico Ruta,* March 20, Pg. 88.
Don't Get Short Sheeted (Sheeters), *By Bob Ferguson,* April 20, Pg. 82.
What Manufacturers Plan to Buy, *By Bill Drennan,* May 20, Pg. 46.
Feed the (Laser) Printer with Care, *By Judy Sutton,* Aug. 20, Pg. 84.
Dodging Digital? You Can't Escape, *By Gar Raines,* Nov. 20, Pg. 30.

Expansions
Chicago Envelope Opens Maryland Plant, May 1, Pg. 3.
United Image Gets Five Stars, May 1-W, Pg. 6.
Apico Snubs Recession, July 1, Pg. 3.
Phantom Product Fuels Expansion (Pro Forms), *By Arnetta Queen,* July 1-W, Pg. 13.
Collators Hit the Continent (Form Flo), July 1-W, Pg. 32.

Financial Forms
Banks Process Better Checks and Balances, *By Stan Klarenbeek,* April 20, Pg. 42.

Forms Automation
Distributors Charged Up on Electronic Forms, *By Ronnie Gunnerson,* Jan. 1-W, Pg. 7.
Learn Moore, *By Cher L. Paige,* Feb. 1, Pg. 22, Jan. 1-W, Pg. 12.

How to Sell Work Flow Automation, *By Brook Cross,* Jan. 1-W, Pg. 26.
NCR Global Market Contender, *By Cher L. Paige,* Feb. 1-W, Pg. 12.
Electronic Forms Made Easy, *By Jennifer A. Mariano,* May 1, Pg. 17, May 1-W, Pg. 23.

Form/Label Combinations
Win More Orders, *By Ed Sholty,* Feb. 20, Pg. 80.

Forms Management
Build a Loyal Customer Base, *By Jennifer A. Mariano,* June 1, Pg. 20, June 1-W, Pg. 26.
Margins Up? Just-In-Time, Innovators Say, *By Elizabeth A. Beezer,* July 1, Pg. 1, July 1-W, Pg. 14.
Just Don't Call It Forms Management (Southern Systems), *By Elizabeth A. Beezer,* Aug. 20, Pg. 18.

Honors
Quintessential Quinlan (Forms Pro, P.J. Quinlan), *By Ronnie Gunnerson,* Feb. 1-W, Pg. 8.
Wise Perspectives (Forms Pro, David Wise), *By Camillus J. Cullen,* Feb. 20, Pg. 18.
Distributor Climbs Ladder to Success, *By Arnetta Queen,* April 1, Pg. 1.
The Best Never Rest (Forms Designer of the Year, Ron Whalen), *By Camillus J. Cullen,* April 20, Pg. 16.
Devoted to Excellence (Sales Pro, Buzz Underwood), *By Jennifer A. Mariano,* May 20, Pg. 20.
Choosing the High Road (Sales Pro, Carl Watson), *By Camillus J. Cullen,* May 20, Pg. 26.
Good As Gold (Western Top 100 Contest Winners), *By Ronnie Gunnerson, David Bock,* July 1-W, Pg. 10.
Top 100 Winning Designers, July 20, Pg. 18.
Cheers for the Best in the Industry (Hall of Fame), Aug. 1, Pg. 1, Aug. 1-W, Pg. 30.

Industry Overview
Forms May Be Mature, But Not Over the Hill, *By Camillus J. Cullen,* Feb. 1, Pg. 1, Feb. 1-W, Pg. 6.
Rating Arizona, *By Camillus J. Cullen, Arnetta Queen,* April 1-W, Pg. 8.
Where the Grass May Be Greener (Washington), *By Camillus J. Cullen, Arnetta Queen,* May 1-W, Pg. 10.
Forms Sales Review (Western Manufacturers), Oct. 1-W, Pg. 12.
Leaping Label Sales (Western), Oct. 1-W, Pg. 32.
Distributors Steady in Tough Market (Top 100 Analysis), *By Bill Drennan,* Oct. 20, Pg. 14.
Shade/Allied Merger Creates a Powerhouse, Oct. 20, Pg. 28.
First Place Interception by Precept, Oct. 20, Pg. 48.
What Will Happen in '94, *By Camillus J. Cullen, Janet R. Gross,* Nov. 20, Pg. 14.

Label/Forms Combinations
Get More for Less, *By Camillus J. Cullen,* Aug. 20, Pg. 96.

Labels & Tags
Opportunities Abound for Laser Label Sales, *By Mike Travis,* Jan. 20, Pg. 66.
Prime Time, *By Camillus J. Cullen,* March 20, Pg. 78.
Designed for Durability, April 20, Pg. 70.
How to Spec Labels, *By Thomas R. Pagel,* April 20, Pg. 72.
Diversity Sells Labels (Roundtable), *By Arnetta Queen,* May 20, Pg. 84.
Recycled Labels Regain Prominence, *By Arnetta Queen,* June 20, Pg. 106.
Labels Offer Unique Solutions, *By Jennifer A. Mariano,* July 1, Pg. 20, July 1-W, Pg. 26.
All-in-One Solutions (Piggyback), Sept. 20, Pg. 96.
Porter Chadburn Leaps to the Top (Label Suppliers), Oct. 20, Pg. 102.
Scan-Tech Show: Just the Ticket, Nov. 20, Pg. 76.

Legal
Beat the IRS at Its Own Game, *By Fred S. Steingold,* Jan. 20, Pg. 50.
Protect Your Business From a Customer's Bankruptcy, *By Fred S. Steingold,* Feb. 20, Pg. 60.
Family Leave Act May Shift Workforce Dynamics, April 1, Pg. 1, April 1-W, Pg. 12.
Avoid a Tax Trap, *By Fred S. Steingold,* May 20, Pg. 38.
De-Fog Your Lease, *By Fred S. Steingold,* June 20, Pg. 80.
Tips for Getting Top Dollar, *By Fred S. Steingold,* Aug. 20, Pg. 72.
Before Presenting That Pink Slip, *By Fred S. Steingold,* Sept. 20, Pg. 44.
Get Your Money's Worth, *By Fred S. Steingold,* Nov. 20, Pg. 44.

Mailers
Uses for Mailers Pop Up Daily, *By Arnetta Queen,* March 20, Pg. 44.
Mailers Control Costs: Increase Flexibility, *By Arnetta Queen,* Sept. 1, Pg. 20, Sept. 1-W, Pg. 26.

Management
What Makes You Boom or Bust?, *By Linda J. Tarman,* Feb. 1, Pg. 20, Feb. 1-W, Pg. 26.
Catch People Doing Something Right, *By Brook Cross,* March 1, Pg. 9, March 1-W, Pg. 15.
Controlled Chaos, *By Linda J. Tarman, CFC,* April 1, Pg. 18, April 1-W, Pg. 24.
Too Little Risk Can Be Dangerous, *By Brook Cross,* May 1, Pg. 10, May 1-W, Pg. 16.
Manage Change Before It Manages You, *By Brook Cross,* July 1, Pg. 12, July 1-W, Pg. 18.
Fear for Your Job? Spin a Safety Net, *By Linda J. Tarman, CFC,* Aug. 1, Pg. 12, Aug. 1-W, Pg. 18.
Position for Process Changes, *By Brook Cross,* Sept. 1, Pg. 18, Sept. 1-W, Pg. 24.
Three Key Areas Fuel Company's Steady Growth, Jan. 1, Pg. 21.

Manufacturers
Poser Reaches New Heights in Service, Jan. 1-W, Pg. 6.
A Year of Promise (New Markets), *By Jennifer A. Mariano,* Jan. 20, Pg. 30.
Women Man Presses, *By Camillus J. Cullen,* Feb. 1, Pg. 6.
The $1 Million Shot in the Arm, *By Ronnie Gunnerson,* March 1-W, Pg. 8.
Strategic Direction Built on Industry Needs, *By Jennifer A. Mariano,* May 20, Pg. 56.
Victor Shoots for Wide Range, *By Jennifer A. Mariano,* June 20, Pg. 76.
Rent-A-Rep, *By Camillus J. Cullen,* July 1, Pg. 1, July 1-W, Pg. 6.
This 'Royal' Has High Standards, *By Jennifer A. Mariano,* July 1, Pg. 1.
AM Int'l: Victim of Weak Press Sales, *By Gar Raines,* Aug. 1, Pg. 1.
New Plant Features High-Tech Team (Team Forms), *By Camillus J. Cullen,* Aug. 1-W, Pg. 27.
Walker Talks (Duo Graphics), *By Elizabeth A. Beezer,* Aug. 1-W, Pg. 30.
River Stay Away From My Door, *By Gar Raines,* Sept. 1, Pg. 1.
Rittenhouse Strategy: Divide and Conquer, *By Judy Sutton,* Sept. 1, Pg. 1, Sept. 1-W, Pg. 10.
The Buck Stops Here (Tri-Quality), *By Elizabeth A. Beezer,* Sept. 1-W, Pg. 6.
Kieran's Hot for Thermal, *By Ronnie Gunnerson,* Sept. 1-W, Pg. 14.
Labels Take the Fast Lane (Lancer Label), *By Bill Drennan,* Sept. 20, Pg. 20.
Industry Vets Form Variable Imaging Firm, Oct. 1-W, Pg. 3.
Welcome to the Neighborhood (United Stencil & Affixing), *By Camillus J. Cullen,* Oct. 20, Pg. 77.
Prettyman New Wise President, Nov. 1, Pg. 1.
A Label Affixation (Shipco), *By Elizabeth A. Beezer,* Nov. 1-W, Pg. 8.
Southwest Manufacturers Review, Nov. 1-W, Pg. 32.

Marketing & Sales
Should Distributors Become Exhibitors?, Jan. 1, Pg. 1, Jan. 1-W, Pg. 14.
Construct and Evaluate, *By Dennis L. Morgan,* Jan. 20, Pg. 16.
Evaluate Your Assets, Feb. 20, Pg. 14.
Megatrends Revisited, *By Gene Hayden,* March 20, Pg. 14.
Make a Commitment (Recycled Products), *By Steve Larson,* May 20, Pg. 16.
Turn Forms Products Into Marketing Tools, *By Camillus J. Cullen,* June 1, Pg. 8.

Take the Day Off and Work (Trade Shows), *By Linda J. Tarman, CFC,* June 1, Pg.18, June 1-W, Pg. 24.
Expertise Behind the Front Lines (Sales Service), June 20, Pg. 18.
How to Love Laser Printers, *By Elizabeth A. Beezer,* Aug. 1, Pg. 18, Aug. 1-W, Pg. 24.
Successfully Close That Sale, *By Joseph White,* Sept. 20, Pg. 16.
Six Blind Spots that Destroy Sales, *By John R. Graham,* Oct. 1, Pg. 9, Oct. 1-W, Pg. 15.
Say Thanks a Lot, *By Linda J. Tarman, CFC,* Oct. 1, Pg. 18, Oct. 1-W, Pg. 24.
Consulting and Consultative Selling, *By Brook Cross,* Nov. 1, Pg. 12, Nov. 1-W, Pg. 18.

Mergers/Acquisitions
Harland Acquires Rocky Mountain Bank Note, Jan. 1, Pg. 21, Jan. 1-W, Pg. 30.
Emerge Victorious From Negotiations, *By George M. Spilka,* Feb. 20, Pg. 46.
Gilman Acquires J.D. Sky, April 1, Pg. 9.
Direct Hit: R&R Targets Southeast (Woodbury), May 1, Pg. 1.
ABP Purchases Discount Labels, Aug. 1, Pg. 3.
Merger Creates Forms Giant (Shade/Allied), *By Elizabeth A. Beezer,* Sept. 1, Pg. 1, Sept. 1-W, Pg. 29.
OCR Data Systems Sold (to Tax Forms Printing), Sept. 1, Pg. 3.
CFC Acquires New Customer Base, Sept. 1-W, Pg. 3.
Distributor Welch Courts Mergers, *By Camillus J. Cullen,* Oct. 1, Pg. 1, Oct. 1-W, Pg. 6.
Label Art Acquires Short Run Labels, *By Elizabeth A. Beezer,* Oct. 1, Pg. 1, Oct. 1-W, Pg. 10.
Technicarbon, Frye Merge, Oct. 1, Pg. 3.
Poser Buys JLS Printing, Nov. 1, Pg. 1, Nov. 1, Pg. 10.
CFC Acquires Paris Division, Nov. 1, Pg. 3, Nov. 1, Pg. 10.
Standard Forms Acquires Horizon, Nov. 1, Pg. 3.
Mark V Joins SunCoast, Aug. 1, Pg. 3.
ProForma Follows Subway Route, *By Bill Drennan,* Oct. 1, Pg. 1, Oct. 1-W, Pg. 28.

Paper
Paper Prices Rise From Their Slump, March 1, Pg. 1, March 1-W, Pg. 24.
Is Paper Back on Track?, *By Ronnie Gunnerson,* March 20, Pg. 26.

Peripheral Products
Peripherals Take Center Stage, *By Arnetta Queen,* Nov. 20, Pg. 24.

Plastic Products
Discover Plastic's New Frontier (Smart Cards), *By Camillus J. Cullen,* May 20, Pg. 50.

Presentation Folders
Impress for Less, *By Camillus J. Cullen,* May 1-W, Pg. 14.

Production
Punching Technology Causes Evolutionary Change, Jan. 20, Pg. 72.
Take Full Advantage of Composition Systems, *By Franklin J. Garner III,* Jan. 20, Pg. 74.
Rescue by Water (Aqueous Plates), April 20, Pg. 86.
The Possibilities of Diecutting, *By Bob Denckhoff,* May 20, Pg. 72.
Create a Safe, Legal Pressroom (Environmental Compliance), *By Ivars Sarkans,* June 20, Pg. 96.
Direct-to-Plate Reduces Costs, *By Bob Ashcraft,* Aug. 20, Pg. 63.
On-Line Service Has Arrived, *By Ivars Sarkans,* Nov. 20, Pg. 66.

Promotional Products
Ad Specialties Become Child's Play, *By Elizabeth Beezer,* March 1, Pg. 1, March 1-W, Pg. 40.
From Forms to Flowers, *By Elizabeth A. Beezer,* April 20, Pg. 24.
Get Ready to Go POG Wild, *By Camillus J. Cullen,* Sept. 1, Pg. 7, Sept. 1-W, Pg. 8.
Fantastic Plastics, *By Judy Sutton,* Oct. 20, Pg. 82.

Quality
When Quality Talks, Does Price Listen? (Roundtable), *By Bill Drennan,* April 20, Pg. 28.

Security Documents
Inks Handcuff Criminals, *By Camillus J. Cullen,* Feb. 1, Pg. 7, Feb. 1-W, Pg. 28.
Crime Busters Converge in Chicago, *By Judy Sutton,* May 1, Pg. 1, May 1-W, Pg. 32.

Tax Forms
Thank the IRS, *By Camillus J. Cullen,* Aug. 20, Pg. 52.

Technology
Laser Printers Target Network Environment (COMDEX), *By Mark Snyder,* Jan. 20, Pg. 44.
Let Your Knowledge Be Their Guide, *By Elizabeth A. Beezer, Jennifer A. Mariano,* March 20, Pg. 18.
A Non-Impact Boom, *By Ivars Sarkans,* March 20, Pg. 50.
Performance Peaks; Costs Plunge, *By John Callahan,* June 20, Pg. 24.
Microsoft Unveils Comprehensive Office System, *By John Callahan,* Aug. 1, Pg. 1, Aug. 1-W, Pg. 6.
Communications Shift to 'Universal Availability', *By John Callahan,* Aug. 20, Pg. 24.
Join the Electronic Forms Revolution, *By Michael Bragen,* Aug. 20, Pg. 32.
Software Enhances Output Options, *By Ivars Sarkans,* Aug. 20, Pg. 56.
Faxes and Modems Make Life Easier, *By Arthur Brody,* Aug. 20, Pg. 70.
Major Players Enter Electronic Market, *By John Callahan,* Sept. 1, Pg. 6, Sept. 1-W, Pg. 30.
Hand-Helds Grasp Forms Potential, *By John Callahan,* Oct. 20, Pg. 90.
Order Entry Gets Simple, Nov. 1-W, Pg. 6.

Unit Sets
Sales of Snap Sets Remain Steady, *By Arnetta Queen,* Feb. 20, Pg. 54.

U.S./Canada Trade
Coveting Thy Neighbor's Goods, *By Camillus J. Cullen,* June 1, Pg. 1, June 1-W, Pg. 6.

Vertical Markets
Retailers Ensure Steady Shopping, *By Camillus J. Cullen,* Feb. 1, Pg. 9, Feb. 1-W, Pg. 15.
Wholesalers Threatened By Direct Sales, March 1, Pg. 10, March 1-W, Pg. 16.
Greasing the Wheels of Government, April 1, Pg.12, April 1-W, Pg. 18.
Banks Profit from Streamlined Processes, May 1, Pg. 19, May 1-W, Pg. 25.
Electronic Forms Work, Insurers Claim, *By John Jancaitas,* June 1, Pg. 9, June 1-W, Pg. 15.
Travel Market Can Be a Rough Trip, *By Camillus J. Cullen,* July 1, Pg. 18, July 1-W, Pg. 24.
Low Price Makes the Grade (Education), *By Camillus J. Cullen,* Aug. 1, Pg. 17, Aug. 1-W, Pg. 23.
Engineer Manufacturing Sales, *By Camillus J. Cullen,* Sept. 1, Pg. 1, Sept. 1-W, Pg. 23.
Design Holistically for Health Care, *By Camillus J. Cullen,* Nov. 1, Pg. 23, Nov. 1-W, Pg. 29.

Viewpoint
What Shall We Tell Our Children?, *By Steve Singer, CFC,* Feb. 1-W, Pg. 27.
Speeding Ahead to an Unknown Destination, *By Richard Kuntz,* Jan. 20, Pg.100.
Do Unto Others..., *By Jeffrey B. Ward,* April 20, Pg.110.
Jobs or the Environment?, *By Helmut Schumacher, CFC,* May 20, Pg.110.
Viewpoint Benchmarking Strengthens Competiveness, *By Ed Sholty,* June 20, Pg.134.
Fraud Comes in Many Forms, *By Bob McArthur,* Aug. 20, Pg. 122.
35 Years in Forms, *By Arthur Brody,* Nov. 20, Pg. 40.

Increase Your Profits

Advertise in Business Forms, Labels & Systems!
Call Ken Ashmen at (215) 238-5418; Fax (215) 238-5457.